

Strategic Marketing (undergraduate) Gr. 1 (EM1F4M61B1)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Marketing stratégique (undergraduate) : 5 ECTS. <ul style="list-style-type: none">• BEM Bachelor in European Management• PGE 2A - English track
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	35

Coordinator

Claude CHAILAN

Coordinator

YUAN YAO

Lecturers

Instructor	Population	Email
Claude CHAILAN		chailan@unistra.fr
YUAN YAO		yuan.yao@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading

purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

This course is a business simulation. Participants are organized in teams, and are to manage the marketing department of a large corporation. Teams are competing with several other firms in a same industry.

Each team is responsible for formulating and implementing the long-term marketing strategy of your division. In particular, teams have to:

- Work in a highly competitive market
- Target consumer segments and position your products
- Interface with R&D to design and develop new products
- Launch new products and improve existing ones
- Interface with the production department
- Make marketing mix decisions: pricing, advertising, ...
- Decide on the size and priorities of your commercial team
- Order market research studies to get up-to-date information for decision making.

The objective is to maximize the Share Price Index of the company, which takes into account several indicators including net contribution generated, product market share, ability to grow the organization's revenues and the quality of projects successfully completed.

Educational organisation

In class

Lectures

In groups

Exercises

Interaction

Games (educational, role play, simulation)

Learning outcomes

Upon completion of this course, students should be able to :

- **Employ** marketign tools and concepts seen all along their studies
- **Analyze** a competitive environment and figure out options to create value for customers and the company
- **Plan** a consistent marketing plan, long-term
- **Appraise** their managerial practice within a team

Outline

A series of decisions taken all over a 3 days long period.

'Incidents' might occur, as in real business life

On the last day, teams are asked to assess how they managed the company

Prerequisites

Key concepts to understand :

Knowledge of :

Marketing Fundamentals / Marketing Management / Brand management / Introduction to Corporate Finance

Teaching material

Documents in all formats

- Syllabus
- Guide
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)
- MS EXCEL
- MS POWERPOINT

Recommended reading

Major works :

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : last session

written + oral / in group / English / weighting : 35%

additional information : Results and ranking reached at the end of the business simulation

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3, LO4.2

Intermediate evaluation / continuous assessment 2 : last session

oral / individual / English / weighting : 25%

additional information : Individual involvement all along the business simulation: active participation, teamspirit, attitude towards teammates, presence

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.2, LO2.3

Final assessment : last session

written + oral / in group / English / weighting : 40%

additional information : Final presentation including final report to be sent within 48 hours.

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.